

## Group Orientations with the WRTA

Going places with the  
WRTA



The Worcester Regional Transit Authority

# Group Orientations with the WRTA

## General format

System Orientation - PP presentation showcasing:

- the services offered by the WRTA,
- features of the bus and the Hub,
- how to pay your bus fare,
- salient features of website.....

## Familiarization

- tour the Hub and ride the bus to see, first hand, all the features discussed,
- practice using Ticket Vending Machine.



# Group Orientations with the WRTA

## Some of the groups:

OXPS Life Skills class

Ascentria

Southbridge Woman's Club

Brown bag concerts

Operation T.A.L.E.N.T. @QCC

Centro Las Americas

Bhutanese elders from WSC



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Familiarization bus tour for Bhutanese elders



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# Group Orientations with the WRTA



Operation T.A.L.E.N.T.



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# Group Orientations with the WRTA



Brown Bag concert group



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# Group Orientations with the WRTA

## English speaking

- Have ridden the bus as a child
- Ride once or twice a year
- Take the bus in snow/ice
- Very savvy about the WRTA system

## LEP

- Savvy about the WRTA
- Have ridden the bus but not very familiar - only know how to ride from home to a particular destination
- Have never taken a bus - no idea what it entails



## Group Orientations with the WRTA

Each presentation geared to audience presented to.

Life Skills class      basics/include app information  
if tech savvy

Senior citizens      some technology  
focus more on safety and security

LEP      lots of pictures





# Group Orientations with the WRTA

## Presentation for Limited English Proficiency Clients

Fulfills our Title VI obligations

Interpreters

More pictures in presentation

Props - like bus stop sign

Try to understand their culture



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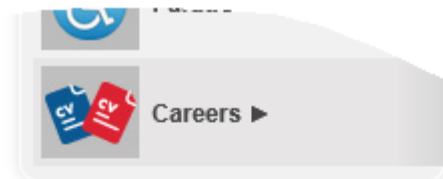
## Presenting to LEP population

- Speak clearly, slowly - actions and body language
- Facial expressions
- Present information in small, sequential steps
- Increase hands-on activities?



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## Example of Hands-on Activity



**TRIP PLANNER**

Start (e.g. Union Station)

End (e.g. Quinsigamond College)

[Get Started ▶](#)

Tweets by @therta



bus.

The sec  
transporta

Its real time bl  
automatic vehic.  
priority, and auto.

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for those groups i

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## Different ways to pay your bus fare

All buses take:  
a magnetic daily or monthly pass  
OR a Charlie card.

**Drivers do NOT make change.**



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## One way ride



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[1]ONE-DAY PASS=\$3.50



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## Load passes on your Charlie card

You can load **CA\$H**

a 1 day pass  
or a 31-day pass  
on your Charlie card.



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# Group Orientations with the WRTA

LEP group usually has an interpreter.

## Interpreter:

- May not be familiar with riding a bus - has to understand concepts before translating
- has to understand that they are not doing one-on-one interpretation in an office setting
- Two or more language interpreters - lose connectivity with group





# Group Orientations with the WRTA

## Questions and Comments

Eye contact

Silence - not necessarily a bad thing.

Fear of being misunderstood or laughed at.

Culturally , not used to speaking up/asking questions.



# Group Orientations with the WRTA

## Why do a group orientation?

More likely to take a bus in a group - safety in numbers

Feel a sense of accomplishment

Can better adjust to a new place - improved access, decreased isolation—assimilation into society.

Transportation is an activity of daily living

Fulfil our Title VI requirements



## Group Orientations with the WRTA

To summarize:

- Make no assumptions
- Be prepared to make changes to your lesson plan on the fly
- Less is more (especially with slides)



# **Group Orientations with the WRTA**

## **Your Questions and Comments**



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